



Annual Internal Review

This report covers the time period of 7/1/2017 to 6/30/2017

Emma S. Barrientos Mexican American Cultural Center **(Official Name of Board or Commission)**

The Board/Commission mission statement (per the City Code) is:
Advise the City Council on the establishment and operation of the Mexican American Cultural Center. Cooperate with any civic and volunteer group organized to foster, promote, and sponsor the Mexican American Cultural Center.

- 1. Describe the board's actions supporting their mission during the previous calendar year. Address all elements of the board's mission statement as provided in the relevant sections of the City Code.**

(Reference all reports, recommendations, letters or resolutions presented to the City Council on mission-specific issues. If some of the elements of the mission statement were not acted on by the board in the past year, the report should explain why no action was taken.)

During the period 7/1/2016 to 6/30/2017 the Board of the ESB-MACC is the first MACC Advisory Board the primary focus of the board's work has been to continue to review and complete its part of Scope of Work for the Master Plan with an eye on the next phases(s) of construction and completion of the MACC. The MACC's Master Plan Working Group submitted its draft to city staff who in turn refined the document. City staff then utilized the scope of work in the process of negotiating a contract with CasaBella Architects the original design and architectural firm that in association with the late Mexican architect Teodoro Gonzalez de Leon, completed Phase I of this multi-functional cultural center (sole source vendor for the project). The contract negotiations were finalized in the spring of this year and the public process has begun. City staff did an excellent job of negotiating the contract realizing a savings of approximately \$80,000 from the original estimates.

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Year 2017

Casa Bella is holding a series of public and specific stakeholder meetings, has conducted a survey and is doing research toward the provision of several options for the completion of the MACC to be presented to the board, stakeholders and City Council. It is anticipated that the work will be completed in March of 2018. Updates on this process are available for view at MasMACC.com.

Throughout this process City Staff has regularly presented update to the board. As reported in the 2016 Annual Internal Report, the MACC Master Plan Working Group worked in tandem with the Parks and Recreation Department MACC Master Plan Working Group chaired by Jane H. River, PhD. Funds for this part of the process emanated from \$400,000 from Sackman Enterprises the developer of the 70 Rainey Street Tower, a property adjacent to the MACC who leased 64 Rainey to utilize by as the staging area for the construction of the Tower. Board members are participating in each part of this CasaBella planning phase as appropriate.

As per of our 2016 report, the Board formed relationships with key stakeholders of the area and has participated in meetings the Rainey Neighborhood association (RNA), the Waller Creek Conservancy, and the Hispanic Quality of Life Resource Advisory Commission (HQLRAC) in an effort to keep them informed of our progress and future needs.

As reported previously the board voted in 2016 to expand the Latino Arts Residency Program (LARP). The LARP program fosters the development of Austin-area Latino arts organizations and artists in all disciplines in an effort to build and enhance quality, sustainable community arts and cultural programming. The expansion resulted in seven companies and artists being selected for the program. An important resolution and vote that was taken by the board was to reinstate the Azteca Dance Company to the program after they fell below the scoring threshold for selection. This decision on the part of the board was made in response to community input and further review of the company. The expansion of the LARP program has resulted in the presentation of a great variety of artistic disciplines, expanded audiences and increased revenue.

During the year staff made the decision to terminate one of the LARP companies, Proyecto Teatro for a series of incidents that were perceived as violations of the contract between the company and the MACC. The unfortunate incident resulted in a massive outcry by the community who is served by the organization. Hundreds of citizens attended meetings, sent emails and letters and used social media to address the matter and their concern over the MACC's actions. Months of testimony and negotiations resulted from this incident. The MACC Board voted unanimously to reinstate Proyecto Teatro to the program and city staff worked to establish a set of meetings to do so. While the process was difficult for all involved, Proyecto Teatro an award-winning company with broad reach and impact on the community was reinstated. Most importantly, lots was learned that

will help to improve the program, not just at the MACC, but also at other cultural facilities that are looking to incorporate this kind of program. Limitations were unearthed in both the contract provisions and procedures that once completely resolved will make for better implementation of the program. The process of reconciliation continues.

Weeks prior to the submission of the 2016 report, the MACC completed the Wall of Excellence, a large scale work by artist Robert Mezkiti, which contains the names of accomplished and celebrated Latino Artists and is mounted on the exterior wall of the MACC's Black Box Theater and accessible to the public. The 2017 class of Awardees was inducted in May of 2017. Names of the awardees are displayed on the wall for perpetuity.

In 2016 the board voted to utilize CIP funds for the replacement of lighting in the MACCs' Parking Lot. This was accomplished just at the beginning of this reporting year and the situation in the parking lot has improved. However, there continues to be concern regarding the safety of MACC audiences and participants. Due to the use of the MACC parking lot by Rainey Street patrons, there have been some incidents that require increased security. The board has developed a resolution to this effect and request if the Hispanic/Latino Quality of Life Resource Commission that they include a request for increased security staff at the MACC. It is our hope that the MACC can be observe regular hours of operations on Sunday and that would also require more security staff.

Other matters previously voted on by the board are being brought forth for completion including the retooling of theatre equipment to better serve our resident companies.

Throughout the year, one Board Member has worked diligently with Capital Metro and city and MACC staff to expand the MACC's reach beyond the immediate and traditional geographic area to District 4, the West Rundberg neighborhood. As a result of her actions hardware has been placed on West Rundberg to enable banner advertising for MACC events in the area. She is also working to get periodic bus service to MACC events. The inaugural trip will take place in September as we celebrate the 10th anniversary of the MACC.

The expansion of MACC programming and outreach has been highly successful. MACC activity is attended by well over 3000 individuals per month. The MACC is operating at capacity. The completion of the MACC is imperative to keep up with the increased audiences and interests in or programs.

At its last meeting prior to this writing the Board considered two items of importance to the future of the MACC. The first is the creation of a mural program. It is our hope that in coming months the MACC can develop a comprehensive mural program that will teach young people in the art of mural

painting, mosaic and fresco. Staff and select board members will be working with local muralists and other stakeholders to develop a program plan and curriculum for such.

Additionally, the board received a presentation from Big Red Dog regarding the transportation study they conducted for the Rainey Street neighborhood. While no formal action has been taken by the board at this time, there are several aspects of the plan that the board found favorable and some that would be of concern if they infringed on existing MACC property. It is important for us to state that we would hope that they city work closely with MACC stakeholders in this regard to avoid potential problems and further disenfranchisement of the community.

2. Determine if the board's actions throughout the year comply with the mission statement.

(If any of the board's actions were outside the scope of the mission statement, the report should explain the non-compliance issues.)

The purpose of the Board is to advise City Council on the establishment and operation of the Emma S. Barrientos Mexican American Cultural Center; cooperate with any civic and volunteer groups organized to foster, promote, and sponsor the Emma S. Barrientos Mexican American Cultural Center.

It is my belief that the Board's actions have complied with the mission statement. Actions described in the previous section are evidence that the Board is responsive to community and stakeholder input. We have been active participants in a variety activities by other groups, we have listened to our public and taken action when necessary. Equally important, we have conducted ourselves with integrity and in the best interest of our organization, the City and our community.

The ESB-MACC advisory board is active in the promotion and participates in ESB-MACC events and programs. We make every attempt to be good ambassadors of the MACC and the city.

Notwithstanding, we have spent a good deal of time this year without a full complement of Board Members. While we have maintained enough for a quorum we did in two instances have to reschedule meetings this year because of a lack of a quorum. While we understand that selection is a council function, it is our hope that appointments will be expedited in the future. This will be particularly important as we move toward the completion of the Master Plan.

3. List the board's goals and objectives for the new calendar year.

(Make sure the goals and objectives fall within the mission statement of the board/commission.)

Continue to develop relationships with other Latino cultural and civic groups in areas that expand beyond the immediate geographic area of the ESB-MACC such as East Austin, West Rundberg, and far South Austin.

- Assist the ESB-MACC staff in advocating for and promoting events that foster relationships such as those stated above by connecting previously established community relationships to the Center.
- Work closely with the Mayor's Office, City Council, staff, CasaBella Architects and community stakeholders to ensure the continuation of the ESB-MACC Master Plan and completion. Critical to this process is working to ensure that the resources are available to engage the architect in subsequent planning phases and for actual construction costs. This includes building the critical mass of supporters from within the citizenry of Austin in anticipation of the completion of the MACC Master Plan and future bond election or any other alternative funding mechanisms.
- Work with pertinent City Staff and Rainey Neighborhood businesses and tenants to ensure that whatever results from the Rainey Street Transportation Study be compatible with MACC Master Plan.
- Continue to work with Waller Creek Conservancy to ensure that plans related to land adjacent to the MACC are complimentary with MACC Master Plan.
- Work with staff to complete pending projects such as the retooling of current theatre equipment and facilities.

In my second third term as Chair, it has been a great pleasure to work toward the dream of completing the MACC. I truly believe the MACC can serve not only as an important tourist destination for our visitors but as the anchor on which many of our citizens, or all cultures append their hopes and dreams. I applaud the staff for their arduous work, my fellow board members for their dedication and the City for continuing to support the Emma S. Barrientos Mexican American Cultural Center.

Respectfully Submitted,

Ricardo Hernandez, Chair
ESB-MACC